



## Case Study

# Whitehouse Leisure Park

On the beautiful North Wales coast and popular resort of Abergele sits Whitehouse Leisure Park.

This family run site is a static holiday park set in 22 acres, offering to its customers some impressive facilities such as a pub and restaurant, amusement arcade, shop, launderette and a newly opened Spa. So to complete their extensive facilities and to improve their customer experience they decided to add WiFi to their site and bring Internet access to the park for all their caravan owners.

Mark Whitehouse has owned Whitehouse Leisure Park for just over 2 years and had this to say about why they added WiFi to their growing list of facilities, "The drive for it was really to add more facilities for our customers, to put another feather in our cap. I saw Peter Mroch give a talk at a BH&HPA meeting and it all seemed very interesting. Park & Marine had installed a network on a park in South Wales, the owners are friends of ours and they recommended them as well"

"We had quotes from Park & Marine and two other companies, and all in all Park and Marine's price came out the best. In addition to that they had greater experience of the market and they had been installing this type of service for much longer than the other

companies we contacted. I also liked that they had confidence in their products too"

What were your plans for the park when it came to the WiFi project? "The initial plan was to get the infrastructure in place and then to look at selling tickets to our customers. But after we had the price from Park & Marine to cover the whole site, we decided that we would prefer to offer it to our customers free of charge. We just knew it was well worth the investment for the PR impact it would have and the difference it would make to our park"

Do your customers like it? "The main thing is they can't believe it's free, they are still waiting for the catch and there isn't one, generally there has been a very good take up and the service is reliable too"

Would you recommend Park and Marine? "Yes, the install went very well with little disruption to us and we are now looking at the end of this year to expand on the system by incorporating Wireless Security Cameras and looking at other ways we can use this kind of technology around the site, now that we have the network in we can expand on that"



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